



**Halekulani Announces the Debut of L’Aperitif**  
***Iconic hotel introduces one-of-a-kind epicurean concept as part of its 2012 Renewal***

**FOR IMMEDIATE RELEASE**

Waikiki, HI – August 14, 2012. Halekulani, celebrated for its personalized service, masterful cuisine and innovation, announces the launch of a unique new bar concept, **L’Aperitif**. Inspired by the extraordinary French cocktail culture of the late 19<sup>th</sup> Century, **L’Aperitif** is located in *La Mer*, Halekulani’s finest and Hawaii’s longest consecutively ranked AAA Five Diamond Restaurant. The creation of this new aperitif experience is part of a comprehensive *Renewal* at Halekulani, incorporating the founding values that have made Halekulani an iconic global destination.

“This new historically-based bar concept is a nod to the *Belle Époque* – a period of French history when peace and prosperity allowed the arts and sophisticated Parisian social culture to reach unprecedented heights from the latter nineteenth century until the start of World War I. Reflecting the French neo-classical cuisine philosophy which is the enduring hallmark of *La Mer*, the aperitif was the very symbol of *Belle Époque* lifestyle that encouraged the period’s remarkable *joie de vivre*, where individuals relaxed and celebrated life through fine spirits and social interaction,” said Peter Shaindlin, Chief Operating Officer of Halekulani Corporation. “**L’Aperitif** pays tribute to this classical French tradition and cultural pastime while also celebrating Halekulani’s precious legacy.”

**L’Aperitif** may be enjoyed as a prelude to fine dining at *La Mer* or other Halekulani restaurants, or simply as its own destination experience. Conceived by Halekulani and executed in close collaboration with the legendary Ritz Paris and Head Barman Colin Field of its iconic Hemingway Bar, the elegant yet relaxed **L’Aperitif** spirits and amuse bouche offerings whet the appetite without overwhelming the senses. Field, long recognized as “Best Barman in the World” by Forbes and other luxury media institutions, consulted in the bar’s overall redevelopment including staff training and creation of unique aperitif and menu pairings in tandem with Halekulani’s renowned chefs.

Halekulani Executive Chef Vikram Garg and *La Mer* Chef de Cuisine Alexandre Trancher have created unique food pairings to complement **L'Aperitif's** cocktail offerings. Signature cocktails include The Serendipity and Hemingway Old Fashioned. Small samplings such as *Oyster with Lychee Ginger Sorbet*, *Sumak Shrimp with Sweet Chili Aioli*, *Big Island Goat Cheese with Cinnamon Tuile* and *Pickled Beetroot* are featured on the menu's *Cocktail Accompagnements*.

"**L'Aperitif** fuses Halekulani's indigenous Hawaiian hospitality and unmatched levels of personalized service and quality with The Ritz Paris' timeless elegance and incomparable sophistication, creating a consummate epicurean experience that is not duplicated anywhere else in the world," said Shaindlin.

**L'Aperitif** is open from 6pm to 10pm daily, reservations not required. Gentlemen are asked to wear long-sleeved collared shirts, jackets encouraged. As an elegant fine dining restaurant, *La Mer* restricts patrons to adults and children 8 years or older.

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#### **About Halekulani**

Since its inception in 1984, Halekulani has received more than five hundred accolades, awards and honoraria, and is consistently ranked among the world's finest hotels. *SpaHalekulani*, amongst many others, earned the coveted Forbes Four-Star rating, the highest bestowed upon any spa by the Forbes Travel Guide, and was ranked the #2 Best Resort Spa in North America by *Conde Nast Traveler*. Halekulani's fine dining restaurant, *La Mer*, is Hawaii's longest ranked AAA-Five Diamond restaurant. Halekulani is managed by the Hotels and Resorts of Halekulani, a brand management division of the Honolulu-based Halekulani Corporation, which also manages Waikiki Parc Hotel. Halekulani is a member of The Leading Hotels of the World and is aligned with Tokyo's legendary Imperial Hotel. For reservations and information, please contact a travel planner, call Halekulani at (800) 367-2343 / (808) 923-2311 or visit the website ([www.halekulani.com](http://www.halekulani.com)).

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